



ENGLISH RIVIERA

BID COMPANY

Marketing Report September 2023



Results Summary

In September 2023, the English Riviera brand was in front of potential visitors over **3.5 million times** through a variety of digital marketing activity.

This led to **94k website users**.

And **over 4.5k visitors helped** through the ERBID Company Visitor Information Centre.

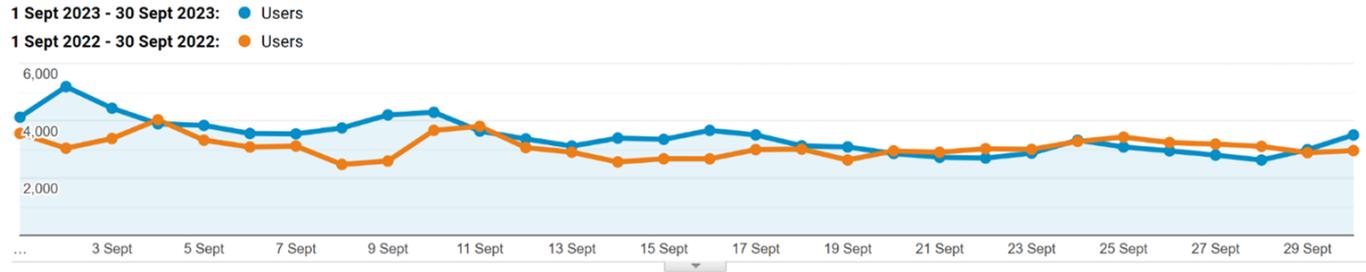
Number of potential visitor impressions	
Newsletters (total emails)	0
Instagram	138,126
Facebook	357,902
Twitter	9,496
TikTok	13,736
English Riviera Walking Festival social media	12,633
England's Seafood Feast social media	51,046
Paid Digital Campaigns	3,113,170
OOH Campaigns	0
TOTAL: 3,696,109	
Number of website users	
English Riviera website users	90,336
English Riviera Walking Festival website users	4,396
TOTAL: 94,732	
Number of visitors helped	
Visitor Information Centre visitors	3,879
Visitor Information Centre phone calls	350
Visitor Information Centre email enquiries	252
Visitor Information Centre guide requests	37
Visitor Information Centre online guide downloads	6
TOTAL: 4,524	



Website Summary



Website users in September 2023 compared to September 2022



In September 2023, the website had 90,336 total users, which was **up 14%** on the September 2022.

Year to date compared to year to date 2022:

For the entire year to date (1st Jan 2023 - 31st September 2023), there have been 888,580 users on the English Riviera website. This is -0.17% down compared to the same period in 2022 (1st Jan 2022 - 31st September 2022) which had 890,176 website users.

The difference can be largely attributed to the abnormally high traffic over the 2022 Airshow weekend (the jubilee weekend with lots of event and terrible weather meant the Airshow got cancelled and many people were searching “*is the airshow on?*”), which saw a difference of 25,000 users over 3 days.

Month	Users
January	50,912
February	50,764
March	70,859
April	108,575
May	122,843
June	123,873
July	133,587
August	136,831
September	90,336
Total Year to Date	888,580

Website Analytics - GA4



Soon, the old Google Analytics (Universal Analytics) will stop processing data, and Google Analytics 4 (GA4) will take over.

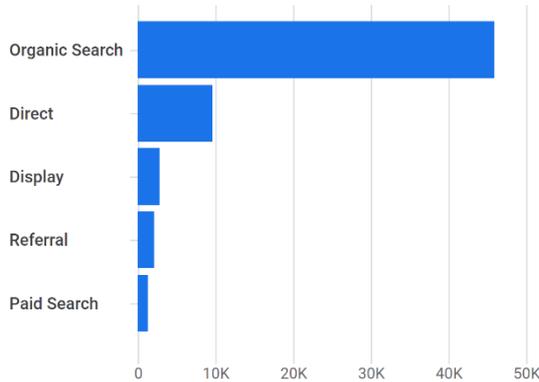
This means that reporting will look different now. The visuals will look slightly different and the layout of this report will change.

Most importantly though, the metrics will be different. The main metric that the ERBID report on is “website users”. In Universal Analytics, this was how many people were on the website. But for GA4, this is: “**unique users who logged an event**”. This is an additional two parameters for supposedly the same metric.

Therefore, it is likely that there will be a decrease in “user” statistics going forward – this is not that we have less users on the site, it is just because they are being calculated differently.

Website Acquisition & Behaviour

Where are users coming from?



Organic Search (Google in particular) continues to be the primary channel for people looking to visit the English Riviera website, contributing to 45k users to the website.

Users arriving via email had the lowest bounce rates (arriving on the website and clicking away again), whereas users arriving via paid display campaigns had the highest.



What are users looking at?

Page	Pageviews
Visit the English Riviera in 2023 (web campaign)	18,372
England's Seafood FEAST (campaign running)	16,904
Home	12,800
Things To Do in Torquay	9,484
Explore Torquay	5,787
Things To Do	3,297
English Riviera Webcams	3,151
What's On	3,036
Top 10 Beaches	2,980
Things To Do in Brixham	2,263
Total pageviews on website	254,046

The above are the top 10 viewed pages in September. The web boost campaign brought in a significant amount of users to the website and has become the most visited page on the website this year - overtaking the homepage.

Torquay pages remain strong, as do Things To Do and What's On. England's Seafood FEAST also saw a significant amount of traffic, mainly due to the paid campaign.

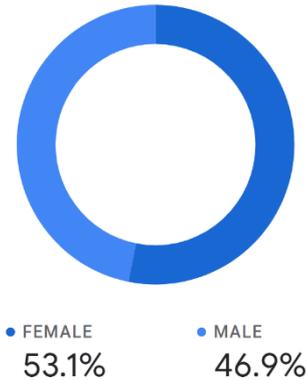
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	32,743
(not set)	9,167
Torquay	5,734
Plymouth	4,760
Paignton	2,516
Birmingham	2,499
Wolverhampton	1,802
Exeter	1,783
Cardiff	1,745
Milton Keynes	1,709

For the fourth month in a row, the largest age bracket to visit the website was not 25-34 year olds. Instead, it was 45-54 year olds. This is interesting as it would suggest that over the summer period (June, July and August) the majority of website users were in the age bracket 35-44 year olds so possibly family members, and now in September it is slightly older again at 45-54 year olds, whereas at the start of the year a younger age demographic (25-34) is more common.

There were 58k users from the UK, followed by 880 users from the USA and 320 users from Germany. This is likely due to the Agatha Christie Festival.

**Always take location data with a pinch of salt – London is usually the number one location for all websites, as many servers are based there.*

Instagram Top Posts



Highest Reach

UGC always performs well, especially beautiful hidden coves.



myriviera
Fri 9/15/2023 6:52 pm BST

Early morning dips make it easier with these beautiful vistas. 🌊 🏖️ 📍 Beacon Cove, Torquay
👉 @fdeprez #beach #coast2023...



Reach

1,535

Highest Engagement

UGC always performs well, especially beautiful images of Elberry cove.



myriviera
Thu 9/21/2023 4:54 pm BST

Calm, clear waters at Elberry Cove; a picture-perfect inlet with a small pebble beach. 🌈 🏖️
@wesson1973 #views #sea #seaside #cov...



Total Engagements

178

Most Viewed Reel

Performed really well, many locals engaged and is very unique.



myriviera
Tue 9/5/2023 5:09 pm BST

The weather forecast is looking incredible and our delightful 53 metre Shoalstone Seawater Pool Brixham is just one of the many places he...



Reach

4,291

Instagram Summary



Our engagements, impressions and followers are up compared to September 2022 which is great to see. Our engagement rate is down but this is due to heavily posting the ESF and ERWF events which don't get as much engagement as other featured events such as ER Airshow and BOL.

The most engaging posts have been posts based around beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

To also win more engagement we are creating and posting more reels (full-screen vertical videos) as they tend to earn more views and higher engagement rates. Additionally, reels exist indefinitely on our feed, while stories will disappear after 24 hours.

	Sept 2023	Sept 2022	Percentage change
Number of posts		12	
Impressions (organic & paid)	138,126	51,501	+168%
Engagements	2,106	1,505	+39.9%
Engagement rate	1.5%	2.9%	-48%
Followers Change	98	42	+133%

Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this UGC image of the Thatched cottages at Cockington.

 **The English Riviera**
Thu 9/14/2023 7:05 pm BST

Cockington is famously one of the most photographed villages in the UK and has been attracting visitors to Torquay and the English...



Reach **39,736**

Highest Engagement

Received the highest engagement due to the interest of these magnificent art murals around Brixham.

 **The English Riviera**
Tue 9/19/2023 6:46 pm BST

WOW, these stunning art murals in Brixham are incredible. 🤩👏 Brixham is fast becoming the cultural hub of Devon as incredible art murals...



Total Engagements **3,575**

Facebook Summary



Our organic engagements and engagement rates are up up during september 2023 compared with September 2022 which is great. Our followers are down but nothing to be concerned about as our audience continues to grow.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during september was a nice good weather reel with views over Shoalstone sea water pool and has achieved 11.9k views to date.

The most engaging posts have been based around the growing arts and culture scene in brixham with their incredible art murals. As well as this, we have been pushing good weather, last-minute and autumn, also some beautiful UGC showcasing the best that the English Riviera has to offer.

The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

	Sept 2023	Sept 2022	Percentage change
Number of posts	14	12	+16%
Organic Impressions	357,902	551,543	-35%
Organic Engagements	13,963	8,333	+67.5%
Engagement rate	3.6%	2.5%	+44%
Followers Change	110	200	-45%

Twitter Top Posts



Highest Reach



[@EnglishRiviera](#)

[Thu 9/28/2023 4:42 pm BST](#)

WOW, these stunning art murals in Brixham are incredible. 🥰🥰 Brixham is fast becoming the cultural hub of Devon as incredible art murals...



Highest Engagement



[@EnglishRiviera](#)

[Tue 9/19/2023 9:12 pm BST](#)

Breathtaking views over Brixham Breakwater from above. 🌞🚢 [#brixham](#) [#coast](#)
[#southdevon](#) [#englishriviera](#) [#devon](#) [#drone](#)



Twitter Summary



Our Twitter impressions and followers are up but our engagement rate is slightly down compared to September 2022, but this is nothing to be concerned about.

The most engaging posts have been posts based around nature and our coastline, good weather, including user-generated content that we've been able to utilise through our CrowdRiff platform.

As well as this, we continue to retweet any important useful key messaging from our BID Levy businesses.

	Sept 2023	Sept 2022	Percentage Change
Number of posts	12	7	+71%
Impressions	9,496	6,429	+47.7%
Engagement rate	5%	6.9%	-27%
Followers Change	25	19	+31.5%

TikTok Summary



We are up massively across all areas compared to September 2022. This is because we launched our account in June 2022 so didn't have much of a following in September 2022..

Our organic TikTok activity slowly continues to improve its following and we will continue to promote the English Riviera using user generated content to inspire prospective visitors.

Our most viewed TikTok video during September was a video reel from Shoalstone sea water pool which has had over 9,147 views to date.

TikTok is a social media platform for creating, sharing and discovering short videos. The app has around 1 billion monthly active users and is used mainly by a younger audience and is an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.

	Sept 2023	Sept 2022	Percentage Change
Number of posts	4	4	
Reach	13,736	919	+1394%
Engagement	312	27	+1055%
Followers Change	53	10	+430%

Paid Digital Campaigns



Three paid digital campaigns were undertaken in September 2023 with the total results for **the month below**. Some of the best performing ads are shown over the next slide.

The campaigns were one a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays, England’s Seafood FEAST (running from 29th July - 29th September) and the Autumn English Riviera Walking Festival (running from 19th July - 23rd September).

ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Website Boost (Visit in 2023)	This campaign aims to increase website users whilst people are researching summer holidays.	Google Display, Google Search	Those searching for holidays and affinity audiences for holidays	C. £1,000	19,417	2,287,577
England’s Seafood FEAST	This campaign aims to raise awareness of the ESF event and fresh seafood on the ER.	Facebook, Google Search, Google Display, YouTube	Affinity audiences for seafood and foodie interests within a 2 hour drivetime	C. £1,000	10,065	469,989
Autumn Walking Festival (traffic goes to the Riviera Walking site)	Aims to increase bookings for the Autumn ERWF.	Facebook, Google Search	Affinity audiences and relevant keywords for walking within a 3 hour drivetime.	C. £600	3,444	355,604



Paid Digital Campaigns

Selection of best performing ads



Examples from the Web Boost Campaign

The first smartphone ad features a scenic view of a coastal town with colorful buildings and boats in the water. The text reads: "A Beach Holiday & So Much More". Below the text is the English Riviera logo and a paragraph: "The English Riviera is the perfect destination for a UK Summer Holiday." At the bottom is a blue button with a white right-pointing arrow.

The second smartphone ad features a view of a green bay with a sandy beach and a small building on the shore. The text reads: "Visit The English Riviera". Below the text is the English Riviera logo and a paragraph: "Indulge in miles of sandy beaches, glorious gardens, family attractions & bustling towns." At the bottom are two buttons: a white "Close" button and a blue "Learn more" button.

Example from the ESF Campaign

The English Riviera
Sponsored

🦞 Only this 29th September – 15th October, join the world-famous England's Seafood Feast, featuring:

- ✓ Freshly-caught delicacies from the sea
- ✓ Over 50 special menus and events
- ✓ Brixham Fish Market tours
- ✓ Wine & seafood pairing or tasting
- ✓ Coastal foraging...

Dive into over 50 special menus and events

ENGLISHRIVIERA.CO.UK/SEAFOOD-FEAST
Join England's Seafood FEAST!!
29th September - 15th October

Learn More

Example from the ERWF Campaign

 **The English Riviera**
Sponsored

This Autumn explore the English Riviera on a range of walks led by experienced guides. Take in the coast, woodlands and countryside along the beautiful South West Coast Path 🌴

ENGLISH RIVIERA
Autumn Walking Festival

23rd-30th
September 2023

Over 20 gorgeous
guided walks to choose from

RIVIERAWALKING.CO.UK
Walking Tours - September 23rd-30th
Book Your Place Now

Book Now

Photography & Videography



Photography Activity

- There have been 3 approved new user to the English Riviera Photo Library system this month.
- We have been working with associates to facilitate the addition of Torbay Pride photography to the photo library.
- We have assisted Carolyn in the sourcing and delivery of Air Show photography and subsequent follow up with Frankman Design.
- Addition of re-shot Babbacombe Downs coastal images to the photo library.
- Finalising post production for Torquay and Princess Gardens coastal images.
- Admin and follow up for several levy payers and associates re library access and use.

	Aug 2023	Sep 2023	Comparison to last month
Image library signups	3	3	0
library photo /video downloads	461	318	-143



Visitor Information Centre



The income in September 2023 came from the sale of AC merchandise and Stagecoach tickets (September 2022 included 7 Chefs ticket sales with no commission taken).

Additional Income: 1 businesses paid a Voluntary Contribution and 4 banner adverts were paid for.

We are open 9.30am to 5pm Monday to Saturday and 10am to 2pm Sundays and Bank Holidays.

Our team consists of one full time Visitor Information Manager (Katrine) who is supported by four part-time seasonal members of staff Julie, Maria, Rachel, and Fiona, plus Rod and Judy our very helpful volunteers.

We have a fantastic display in our VIC window and inside the office promoting the sale of Agatha Christie merchandise. We also had ER Walking Festival and ESF displays.

We also had a pop up VIP welcoming visitors from the Vista Cruise

	Sept 2023	Sept 2022	Comparison to last year
No of visitors	3879	4263	-9%
No of phone calls	350	424	-17%
No of emails	252	330	-23%
Income	£3,657.90	£7240.68	-49%
Net Income	£1,147.77	£776.93	+47%

Top FAQ's for September 2023:

1. Do we have a map of the area?
2. Are the boat trips running?
3. Do we have bus timetables?
4. How do I travel by public transport to Greenway House?
5. Do you have a copy of the Agatha Christie Mile?

Visitor Guides



ERBID produce a range of free publications to showcase the English Riviera to visitors.

All these free publications are available from the English Riviera Visitor Information Centre, to help BID partners promote the area and support their business. The directories will be updated and reprinted over the winter ready for the spring.

- English Riviera map - A2 map covering the bay with highlighted attractions and bus routes - *updated and reprinted for summer 2023*
- English Riviera Accommodation Directory - DL format English Riviera Food & Drink Directory - DL format.
- English Riviera Things to Do Directory - DL format.
- English Riviera Spring/Summer Visitor Guide - A4 magazine-style.
- The Agatha Christie Mile...and More - self-guided walking trail and leaflet.
- English Riviera Group Operators Directory - A5 brochure aimed at group operators and tour organisers.
- Writers on the Riviera - produced in conjunction with Torbay Culture.

	Sept 2023
Number of Accommodation Directory requests	37
Number of Travel Directories online downloads	6



Levy Payer Communications



The ERBID September Newsletter included items on:

- Summer business update and BBC Spotlight feature
- Government visits
- Antisocial behaviour - working together
- Cruise ship visits - exciting update!
- Super Saturday - a special weekend for the Bay
- Don't miss the new Riviera Connect Expo

Other email communications in September included:

- How's Business Survey - request for feedback on business during August
- New Riviera Connect EXPO speaker programme

Postal communications:

- Riviera Connect EXPO details